

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
November 11, 2008
Board of Directors Meeting
Los Angeles Film School
6353 Sunset Blvd., Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors
Craig Donahue, Vice President, The Donahue Group
Duke Gallagher, Secretary/Treasurer, The Production Group
Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants
Shake Bakalyan, Wells Fargo Bank
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Brent Gaulke, Gerding Edlen
Ryan Harter, CIM Group
Darcy Judd, Robertson Properties Group
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences

Absent

George Abou-Daoud, Bowery Street Enterprises
Father Michael Mandala, Blessed Sacrament Church
Fred Rosenthal, Ametron

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance

Guests

Anthony Yannatta, Thomas Safran and Associates
Stuart Falk, Thomas Safran and Associates (6222 Fountain Ave.)
Lillian Kuo, Broadreach Capital

1. Call to Order

The meeting was called to order by Board President Dirk Degraeve at 4:10 P.M.

2. Public Comment

Anthony Yannatta, Thomas Safran and Associates introduced himself to the Board and thanked the board for their time in looking into the situation regarding the inclusion of the 6222 Fountain Parcel in the BID.

3. Approval of Board Minutes

It was moved by Richard Falzone, seconded by Duke Gallagher and CARRIED to approve the CHC board minutes from October 14, 2008. [Abstention: Michael Pogorzelski].

4. Treasurer's Report

A. Treasurer's Report: Duke Gallagher explained to the board the financials through October 31, 2008. Gallagher informed the board that if expenditures continue as planned for the next two months, the board should finish the 2008 year with an expected cash on hand of \$376,449.

It was moved by Craig Donahue, seconded by Carol Massie and CARRIED to approve the Treasurer's Report from October 31, 2008. Unanimously approved.

B. Approval of 2009 Budget: Gallagher redistributed to the board the 2009 budget. The budget is predicated upon the following assumptions:

- 1) Gross Assessments: \$1,311,123
- 2) 2008 Rollover Revenue: \$330,291
- 3) Total Expected Expenditures: \$1,520,000

Gallagher mentioned that since the board's last meeting he had increased the delinquency rate in the budget to 3% as requested. Gallagher reminded the board that budget figures were derived from percentages listed in the BID's Management District Plan. There was a slight increase added to the Streetscape budget due to an increase in pressure washing frequency from bi-monthly to once a month.

It was moved by Michael Pogorzelski, seconded by Ryan Harter and CARRIED to approve the Sunset and Vine BID's 2009 Budget. Unanimously approved.

5. Committee and Program Reports

A. Security Committee

1. Video Surveillance Camera Update: Joe Mariani reported that over the past month the HPOA office has been in touch with Metro Video and LADOT to see if it would be possible to install a LAPD Surveillance camera at the Southeast corner of Sunset Boulevard and Cahuenga Boulevard. Mariani informed the board that the office had received a soft verbal confirmation from DOT that the installation could occur. In the mean time Mariani had secured

permission from Amoeba Music to place a repeater for the camera on the store's roof in order to send the camera's signal back to the LAPD station. During the last visit to the intersection, at the request of the Security Committee Mariani also had the Metro Video team inspect the intersection of Selma Avenue and Gower Street to see if it would be feasible for a camera to be placed at the intersection to monitor the area. Metro Video representatives explained that an installation could be done, however since no repeater location would suffice in the area a hard wire system would have to be installed, which could be a complicated process to initially configure. Mariani reported that the Committee is continuing to look into options.

B. Marketing and Communications

1. Update on Fashion Week Developments: Craig Donahue shared with the board that Fashion week would be coming to L.A., more specifically Hollywood, and that organizers for the event are leaning toward using the Paramount lot as the potential new location. Zandona mentioned as details became more available, she and Donahue would continue to keep the board informed.

2. NavigateHollywood.com Presentation: Zandona welcomed the board to attend a beta presentation/sneak preview of the way-finding website hosted at the HPOA offices at 2:00 P.M. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

3. Contribution for BID Education Video for LA City Council: Kerry Morrison reported that the Los Angeles BID Consortium has hired Cerrell and Associates to prepare a report and video that would educate Los Angeles City Council on the benefits of Business Improvement Districts to the City and the revenue sources they generate for the City. The overall project will cost \$5,000 and the larger BIDs are being asked to contribute \$750 toward the costs of producing the video. Morrison pointed out that this will be an informative video to show Sunset and Vine BID stakeholders.

It was moved by Duke Gallagher, seconded by Craig Donahue and CARRIED to approve that the CHC would contribute \$750 to the L.A. BID Consortium toward the cost of producing an educational video on Business Improvement Districts for Los Angeles City Council. Unanimously approved.

C. Streetscape Committee

1. Status report on competitive bidding process for 2009-10 Maintenance Contract: Sarah MacPherson informed the board that three proposals were received from the Maintenance RFP process. All three candidates will be interviewed on Wednesday, November 12, 2008. At the next Streetscape Committee, held on Friday, November 14, 2008, the committee will develop a recommendation for the board's next meeting as to who should receive the Maintenance contract.

2. CRA Urban Design Open House: MacPherson mentioned that she did attend last week's Urban Design Open House hosted by the CRA. The

event was very informative and featured several references to the Community Plan and Sunset Boulevard.

3. Community Plan Update: MacPherson distributed a draft letter addressed to Gail Goldberg, Director of the LA City Planning Department, requesting a timeline for the delivery of the Hollywood Community Plan update. The letter, initially drafted by Brent Gaulke, requests that the Planning Department give a presentation to the Central Hollywood Coalition to help identify some of the key aspects of the plan. MacPherson agreed to contact the Planning Department to request a presentation at the January meeting.

It was moved by Ryan Harter, seconded by Richard Falzone and CARRIED to approve that the CHC would submit a letter to the Los Angeles City Planning Staff asking for a status report and presentation regarding the Hollywood Community Plan. Unanimously approved.

6. New Business

A. Bylaws Review Working Group

1. Morrison reported that a Bylaws working group has been formed consisting of board members Ryan Harter, Craig Donahue and Duke Gallagher. In addition to this Jeff Briggs has been retained in order to assist the committee with their revisions. The Committee will be the first to review revisions and if approved will bring to the board for final approval.

B. Nominating Committee

1. Duke Gallagher reported that the cut-off time for board applications had passed and that the nominating committee had received 17 applications for 15 open seats. Of the 17 applications received five applications came from new nominees. These nominees will be interviewed by the nominating committee on Monday, November 17, 2008 from 4:00 P.M. – 6:00 P.M. at the Wells Fargo Bank building located at 6320 Sunset Blvd. The committee will prepare a slate of nominees to present to the board at the December meeting, with the election scheduled for the January 2009 board meeting. The new board will commence in February, 2009.

C. Petition for removal of parcel at 6222 Fountain Ave.

1. MacPherson reported that the City Clerk had advised the HPOA office that the 6222 Fountain Ave. parcel could be assessed solely on its commercial square footage. MacPherson informed the board in order to continue the process, the HPOA would need a motion authorizing the staff to work with the City Clerk's office to see what the reduction would be. The board suggested that it would also be good to see how this particular scenario would be different from other parcels in the BID.

It was moved by Craig Donahue, seconded by Darcy Judd and CARRIED to allow the HPOA staff to work with the City Clerk's office to

determine what the assessment would be for the 6222 Fountain Ave. parcel based on it's commercial square footage. Unanimously approved.

7. Report from Kerry Morrison

A. Parcel Database Maintenance: Morrison reviewed with the board the Willdan Financial proposal which would allow the company to quarterly update the Sunset and Vine BID property data base and prepare the annual submission to the County Tax Collector for a cost of \$800/quarter (annual cost of \$3,200/year). Morrison informed the board that these updates would take the place of those which were previously handled by Don Duckworth.

It was moved by Ryan Harter, seconded by Richard Falzone and CARRIED to approve that the CHC board would enter into an agreement with Willdan Financial Services to maintain and update the property database for \$3,200 a year. Unanimously approved.

9. Next Meeting

The next meeting was scheduled for Tuesday, December 9, 2008 at 4:00 P.M. at the Los Angeles Film School (6353 Sunset Blvd., Hollywood, CA. 90028).

10. Adjournment

There being no further business the meeting was adjourned at 5:47 P.M. by board President Dirk Degraeve.